LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 513—Composer—Req. No. 99002—Page—4/c bleed—8¼ x 11⅛ in.—National Magazines, 1974
Printed in U.S.A.

Parliament. The recessed filter cigarette.

1. Songwriter Murray Kalis couldn't compose himself without his cigarette holder. Besides, it gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's in tune with the times.

It works like a cigarette holder works.

Kings: 15 mg "tar," 0.9 mg. nicotine—100's: 18 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Mar. '74.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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